IAB Europe
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Dated: 25 February 2021

Subject: Vendor & CMP comms ref cookieMaxAgeSeconds property UPDATE

Dear Vendors and CMPs,

Please note that we have extended the date of the update to the GVL from 17:00 CET Thursday February 25 to 17:00 CET Thursday March 11. This is in response to a number of requests to extend the deadline to accommodate instances where implementations need to be updated.

IAB Europe TCF Managing Organisation (MO)

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